LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 915--(DEMAND BUILDS)--Req. No. 63779--Page, 4/c--Book Digest, 1979
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Merit Demand Builds.

Low tar MERIT attracts increasing number of former high tar smokers.

A few years ago most smokers agreed: low tar meant low taste.

Then along came MERIT, packed with 'Enriched Flavor' tobacco and taste-tested by thousands of smokers.

No other new cigarette in the last 20 years has attracted so many smokers as quickly as MERIT!

It's clear: MERIT taste is changing attitudes toward low tar smoking.

MERIT
Kings & 100's

© Philip Morris Inc. 1979

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine
100's: 11 mg "tar," 0.7 mg nicotine
av. per cigarette, FTC Report May '78

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Source: https://www.industrydocuments.ucsf.edu/docs/qtxx0001

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